IN THE CLAIMS

Please amend the claims as follows:

1. (Twice Amended) A method of conducting commerce over a network, comprising:

encoding content for conversion into vision-enabled content;

receiving payment for encoding the content;

providing a program to decode the vision-enabled content;

receiving a video image comprising a person image of a user;

extracting the person image portion of the received video image;

recognizing an identity of the user based on said person image of the user by matching the person image of the user with an image stored in a user image database;

selecting a subset of the vision-enabled content based on the identity of the user; and

sending the selected subset of the vision-enabled content to the user over a network, wherein the program decodes the selected subset of the vision-enabled content and combines the image of the user with the selected subset of the vision-enabled content.

18. (Twice Amended) A method of conducting commerce over a network, comprising:

encoding content for conversion into vision-enabled content;

receiving payment for encoding the content;

providing a program to decode the vision-enabled content; and

sending the vision-enabled content to a user over a network, wherein the program:

decodes the vision-enabled content;

receives a series of video images, each image comprising a person image of the user;

extracts from each video image the associated person image of the user to create a series of person images; and

processes the series of person images to detect an action by said user; and

controls the vision-enabled content based on said action.

19. (Twice Amended) A method of conducting commerce over a network, comprising:

encoding content for conversion into vision-enabled content;

providing a program to decode the vision-enabled content;

receiving a video image comprising a person image of a user;

recognizing an identity of the user based on said person image of the user by matching the person image of the user with an image stored in a user image database;

selecting a subset of the vision-enabled content based on the identity of the user; and

sending the selected subset of the vision-enabled content to the user over a network, wherein the program decodes the selected subset of the vision-enabled content.